

KING SALMON-NAKNEK OPINION SURVEY

January 2004

Northern Economics

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INTRODUCTION AND METHODOLOGY

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This project was conducted January 2-5, 2004. One hundred seventy-two head of household respondents were surveyed in the communities of King Salmon and Naknek. Respondents were selected through a combination of random-digit-dial methodology and an Internet phone directory number search.

A sample size of 172 household respondents from the King Salmon-Naknek population (estimate of 428 households) yields frequency results for measured data that are subject to a maximum margin of error of $\pm 5.8\%$ at 95% confidence. In other words we can be 95% sure that our results differ from their true population proportions by no more than 5.8% on either side.

The area breakdown of the 172 respondents is as follows:

AREA	Frequency	Percent
King Salmon	67	39.0%
Naknek	105	61.0%

A decision was made not to statistically weight this data. The majority of the collected information is data related to the household as a whole, and as such should not be subject to a gender weight.

Fielding for this survey was conducted by telephone from our centralized facility in Anchorage. Collected data has been data entered, verified, checked for accuracy, coded, weighted and processed using SPSS, a standard statistical package for survey research. The elements of this report include an executive summary, the questionnaire in its final form collated with the frequency results for each question, and a crosstabulation section that breaks the sample down into core demographic groups.

Quality control measures were taken to ensure as high a response rate as possible for this study. These included supervision of interviewers, limitation of the calling set, repeated callbacks, post-interview interview quality control surveys, and calling at various times of day and evening over the course of the fielding period. As a result, we can be very confident of the accuracy of results within the statistical margin of error.

EXECUTIVE SUMMARY

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King Salmon-Naknek profile

Demographics

61.0% of respondents live in Naknek, 39.0% in King Salmon

Average household size - 2.6 (1.8 adults and 0.8 children)

Median respondent age – 47

Marital status – 61.6% married

Mean household income - \$60,600

Respondent gender – 54.1% male, 45.9% female

Travel profile

Respondent mean personal roundtrips to South Naknek:

Mode of travel	Mean roundtrips
Air taxi	4.11
Private plane	4.26
Skiff or boat	7.23
Snowmachine	0.34
Other vehicle	0.26
TOTAL	16.21

Household mean roundtrips to South Naknek:

Mode of travel	Mean roundtrips
Air taxi	8.27
Private plane	13.84
Skiff or boat	16.49
Snowmachine	0.99
Other vehicle	2.37
TOTAL	41.97

Population data

According to data provided by the Alaska Department of Community and Economic Development, population for the area surveyed is as follows:

Community	Population	Percent
King Salmon	442	39.5%
Naknek	678	60.5%
TOTAL	1120	100%

This is encouraging since it reflects our survey data distribution almost exactly.

Based on our average household size measured in this survey of 2.616, we can estimate the number of households in King Salmon – Naknek, as follows:

$$\text{King Salmon households} = 442 / 2.616 = 169$$

$$\text{Naknek households} = 678 / 2.616 = 259$$

Total cross-river travel

Using our estimate of the number of households in our survey area, we can extrapolate our mean travel totals to the total number of households, divided between King Salmon and Naknek residents, as follows:

Mode of travel	King Salmon	Naknek	Total
Air taxi	1,044	2,489	3,533
Private plane	3,169	2,774	5,943
Skiff or boat	1,683	5,354	7,037
Snowmachine	210	215	425
Other vehicle	921	106	1,027
TOTAL	7,027	10,948	17,965

It should be noted that these totals reflect **person-trips**, not vehicle-trips.

Air taxi trips

Mean number of household trips by air taxi = 8.27

Households with zero air taxi trips = 43.6% of households

Mean number of air taxi trips by 1+ trip households = $8.27 / (1 - 0.436) = 14.16$

Air taxi trips paid for by household = 9.52

Percent of all air taxi trips paid by household = 67.2%

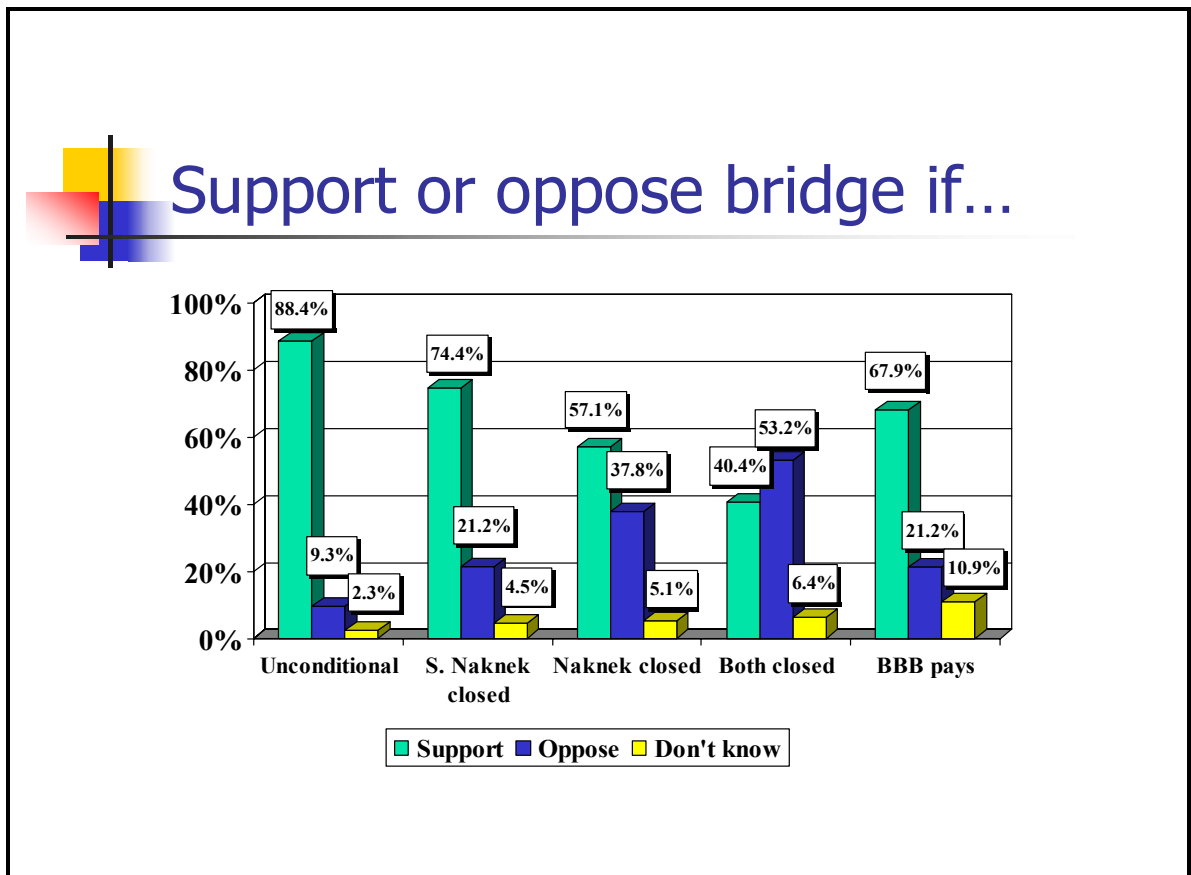
Mean amount paid per household for air taxi travel = \$325.87

Mean amount paid per trip = $\$325.87 / 9.52 = \34.23

Opinion on bridge

Respondents were asked if they support or oppose the construction of a bridge over the Naknek River under the following conditions:

- 1) Unconditionally
- 2) If South Naknek Airport was closed
- 3) If Naknek Airport was closed
- 4) If both South Naknek and Naknek Airports were closed
- 5) If both airports remained open but Bristol Bay Borough provided maintenance and operation costs



Support for a bridge is very strong, passing almost unanimously. It only fails in the event it results in the closure of both airports.

Thank you for the opportunity to conduct this research. We look forward to working together with you on other projects in the future. Any questions concerning the contents of this report should be directed to Ivan Moore at 907-278-4600 or by e-mail at ivan@ivanmoorerresearch.com.